

Subject: Vision Zero Los Angeles - April 2018 Newsletter
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MONTHLY NEWSLETTER

APRIL 2018

LADOT General Manager Seleta Reynolds speaks at a press conference on distracted driving, hosted in conjunction with AAA.

Welcome to the Vision Zero Monthly Newsletter!

Our goal at Vision Zero is simple - to eliminate traffic deaths on our streets by the year 2025.

This month, we're teaming up with middle schoolers to become Street Safety Heroes and getting ready for Bike Month. We're also celebrating two American Planning Association awards and the release of a new national policy report that bolsters our efforts here in Los Angeles. The Road To Zero coalition, managed by the National Safety Council, has set an ambitious goal for the nation - to eliminate traffic deaths by 2050.

"The new Road to Zero report confirms what Los Angeles has embraced since 2015: Traffic deaths are preventable and we can reverse the trend by committing to action," said LADOT General Manager Seleta Reynolds. "LADOT has led the work to update speed limits, build safety improvements especially around schools, and develop creative safety campaigns to raise awareness about Vision Zero. We are looking forward to the work ahead with our national partners to champion Vision Zero across the country."

IN THIS ISSUE:

- How to get involved
 - Vision Zero improvements implemented in LA
 - A closer look at Vision Zero in your community
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- Vision Zero LA in the news
 - Updates from Vision Zero around the world
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A temporary artistic crosswalk was created by Rialto middle school students during their art classes and showcased at Right on Rialto in the City of Rialto's Go Human event.

Metro's bike techs are hard at work getting everything ready for Bike Month in May. Check out their website for deals on Metro bikes during Bike Month.

GET INVOLVED

- Are you interested in making your community safer for people who walk or bike? Apply for funding through the [Go Human Local Community Engagement Call for Projects](#) by **Friday, May 11!** To increase the reach of the Go Human campaign, the Southern California Association of Governments (SCAG) is offering Local Community Engagement funding to local non-profit organizations, artists, students and innovators throughout the SCAG region.
 - May is Bike Month! For more information about Bike Month events, including Bike To Work Day, Cyclofemme LA, and bicycle tours of neighborhoods around LA, [visit our friend at Metro](#). They'll also be offering deals on MetroBikes, so take advantage of LA's great public bike system!
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This rendering of our Spring and Main project shows clear turn lanes and a protected bike lane. [Click here to see an interactive rendering of the project.](#)

VISION ZERO IMPROVEMENTS IN LA

- The American Planning Association honored LADOT with [two awards for Vision Zero](#). Our Action Plan won the Implementation Award for a Large Jurisdiction, and our [Main and Spring Pocket OWL](#) won for Innovative Use of Technology. We are honored to have been selected!
 - Our efforts in LA were bolstered with the release of [a new national policy report](#), The Road
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To Zero, setting a first-ever goal to eliminate traffic fatalities in the U.S. by 2050.

- LADOT is working on designs for improvements on 17 corridors. We'll use this newsletter to keep you updated and distribute more information as each of those develop. As always, you can find out more about specific projects by [visiting our interactive improvements map](#).
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VISION ZERO IN YOUR COMMUNITY

- General Manager Seleta Reynolds spoke at a press conference for AAA on distracted driving. You would drive intoxicated, so [don't drive intoxicated](#).
 - We teamed up with the Los Angeles Rams to distribute our [Street Safety Hero Pledge](#) to middle schools this month. The school with the highest rate of pledge participation will win a visit from Johnny Hekker and the Los Angeles Rams.
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VISION ZERO LA IN THE NEWS

- Meghan McCarty Carino at 89.3 KPCC wrote a great [primer on Vision Zero's work](#) in Los Angeles!
- Via Curbed Los Angeles: [LA will overhaul these 6 major streets over the next year](#).
- We are tracking changes to the [AB 2363](#) (Friedman), which would change the way speed limits are set across the state. Speed is the number one predictor of whether someone lives or dies in a crash. Managing speed limits is a priority for Vision Zero LA.

...AND VISION ZERO NEWS FROM AROUND THE WORLD

- For the first time in 10 years, [Montana has gone 30 days without a deadly car crash](#), thanks to its Vision Zero efforts.
 - [Lawn signs encourage drivers to slow down](#) on residential streets as part of London's Vision Zero initiative.
 - New York rolled out its [new summer campaign](#) to remind drivers of the correlation between warmer temperatures and a surge in traffic injuries.
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